

FOR IMMEDIATE RELEASE

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Launch of E-Newsletter Educates Consumers, Celebrates Fair Trade Month

CHICAGO, IL – October 17, 2007—Chicago-based Mora and Mahogany has launched an innovative online newsletter that educates consumers about the principles of fair trade, while offering featured specials and discounts. The launch comes during Fair Trade Month, an initiative to increase education about consumer spending in the global marketplace. The Mora and Mahogany Corporation is a for-profit company that sells fair trade handicrafts at local nonprofit fundraising events.

Mora and Mahogany is the brainchild of Jasmine Schmidt and Cheryl Middaugh, who, after working for several years in the nonprofit sector, decided to create a business model that validates and empowers all parties involved. Embracing the principles of fair trade, a philosophy that cultivates partnerships between buyer and seller to create sustainable and equitable economic opportunities, Mora and Mahogany imports handmade items such as wood carvings, beaded jewelry and clothing. By keeping overhead costs at a minimum, Middaugh and Schmidt are able to compensate artisans fairly and maintain reasonable product prices. Rather than having a costly storefront, the company sells at local fundraising events and donates a percentage of sales to the hosting organizations.

For more information on Mora and Mahogany, visit www.moramahogany.com

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